

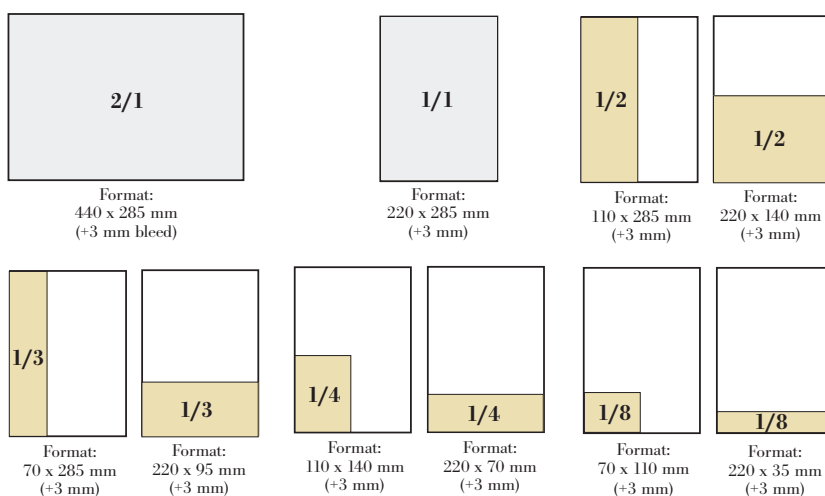
# Price list for advertising space (VALID FROM 1. 1. 2010)

**Marketing Slovenia:** Image management d.o.o., Jamova 19, 1000 Ljubljana, phone: +386 1 2007110, faks: 01 2007120, e-mail: image@image-management.si;  
**Marketing Croatia:** Image management d.o.o., Jazbina 157b, 10000 Zagreb, phone & fax: + 385 1 458 64 56, e-mail: image-management@zg.t-com.hr

## PRICE LIST FOR ADVERTISING SPACE

format .....	price
1/1 page one page .....	2.900 EUR
1/2 page .....	1.900 EUR
1/3 page .....	1.500 EUR
1/4 page .....	1.100 EUR
1/8 page .....	680 EUR
2nd cover, 3rd cover .....	3.200 EUR
1/1 back cover .....	3.900 EUR
2/1 page double page .....	4.200 EUR
1st double page .....	4.900 EUR

## FORMATS FOR ADVERTISING SPACE



If you want to buy the advertising space in dimensions which are not included in price list, please contact marketing Image management d.o.o.



## BASIC INFORMATION ABOUT MAGAZINE

**GLOSS EKSPRES – The magazine that makes your life easier**

Gloss ekspres is a monthly magazine that's full of short, quick and simple recipes for life, useful and tested advice about health, beauty, fashion, cultural events, food, sports, housekeeping, relationships, sex, children etc.

Gloss Ekspres, a magazine for an easier way of life, is a monthly supplement to Dnevnik, one of Slovenia's most prominent newspapers with its daily average sales of 50,000 issues. Dnevnik is considered one of the most widely read and best selling Slovenian printed media. With its 60,000 printed issues available for sale at all sales points across Slovenia and for subscription anywhere around the globe, Dnevnik belongs to a group of the most widely accessible dailies and newspapers with one of the largest circulations, while more than 40,000 of its subscribers form one of the biggest target groups of its kind in Slovenia.

Read daily by more than 150,000 Slovenian readers, Dnevnik is regarded as one of the most important Slovenian media publications.

## DEADLINES

- Deadline for reservations: 15 days before the magazine is out
- Deadline for prepared ads: 10 days before the magazine is out
- Deadline for not prepared ads: 12 days before the magazine is out

## ISSUE DATE OF MAGAZINE GLOSS EKSPRES 2010:

FEBRUARY:	..... 12 <sup>th</sup>
MARCH:	..... 16 <sup>th</sup>
APRIL:	..... 15 <sup>th</sup>
MAY:	..... 15 <sup>th</sup>
JUNE:	..... 15 <sup>th</sup>
JULY:	..... 13 <sup>th</sup>
SEPTEMBER:	..... 15 <sup>th</sup>
OCTOBER:	..... 15 <sup>th</sup>
NOVEMBER:	..... 16 <sup>th</sup>
DECEMBER:	..... 15 <sup>th</sup>

**TOTAL: 10 ISSUES**

## TECHNICAL DATA ABOUT MAGAZINE

Issue: 10 x per year  
 Medium description: monthly, free of charge  
 Circulation: 50.000 copies  
 Scope: 48 color pages + cover  
 Paper: Gallery Fine (inside 80 g, cover 150 g)  
 Raster: 70 lines/cm  
 Format: 220 x 285 mm

Image management d.o.o., retains right to change publishing dates and advertising prices.

# General conditions and discounts

## GENERAL CONDITIONS

- In order to print the advertisement we need a contract or written client's order, sent by fax or e-mail. New clients must provide all legally required information (company registration) by fax or e-mail.
- The Agency has the right to a 15-percent Agency discount if the value of the Agency Discount Scale has been achieved in the current year, with a minimum total value of net EUR 26.000.

## PAYMENT

- Tax is not included in the price.
- Advance payment or payments in 8 days after the newspaper is out. Invoice is payable in EUR.
- 3% discount is granted if the advance payment is paid 3 days before newspaper is out.
- Publishing of advertisements is based on order form received in advance.

## CLAIMS

- Claims are accepted only in written form within no later than 3 days of the date of a particular issue of the newspaper.
- Complaints regarding repeated ads shall only be considered if the client reports the error immediately after the first publication. Complaints shall not be considered if the material for the ads was submitted after the agreed deadline.
- Complaints shall not be considered for ads submitted in an electronic media format without a sample printout.
- Errors in published material

## GENERAL ADVERTISING REQUIREMENTS

- The company Image management d.o.o. reserves all material and other rights. No part shall be allowed to be reproduced or copied in any form without the consent of the contractor.
- The client is responsible for the contents of the publication (accuracy of statements, use of author's works, references to persons and institutions etc.).
- In the case of buying advertising space for the last page, larger ad formats have priority over small ones which shall, where it is impossible to publish them on the last page, be published on the inside of the magazine.
- Special positions (last page, front page position) can be cancelled by means of a written statement with the notice period being at least 2 months.
- The notice period shall begin on the day of receiving the statement of cancellation of ordered positions.
- During the period of cancellation, each contracting party shall be obliged to meet its contractual obligations.
- If the client does not cancel the publication of positioned ads as agreed in a contract within the notice period, it shall be obliged to pay compensation to the company Image management d.o.o. equal to the total amount of the positioned ads according to the applicable pricelist.
- If the contractual obligations are not met or if the publisher or the agency does not order the publication of ads in the quantity agreed in the contract, they shall no longer be entitled to discounts agreed in the contract based on quantity. In such a case, the company Image management d.o.o. reserves the right to charge for the difference exceeding the granted discount.
- Image management d.o.o. reserves the right of non-publication or delaying the publication of an advertisement without the approval of the client ordering the advertisement.
- In accordance with Article 2 of the Consumer Protection Act and the requirements of the Market Inspectorate of the Republic of Slovenia, all ads must be signed with the name and address of the advertiser whose product or service is being advertised.
- All ads in the newspaper Gloss ekspres must be published in the Slovenian language.
- If the advertising material is not delivered by the deadline, an advertisement from a previous issue is repeated.

## RULES FOR DELIVERING ADVERTISING MATERIAL

- CD-ROM, DVD-ROM
- E-MAIL: [petra@image-management.si](mailto:petra@image-management.si); [design@image-management.si](mailto:design@image-management.si)
- FTP (<ftp://neon.cores.si>)

Format file for PC must be prepared:

- TIFF (cmyk, 300 dpi)
- JPG
- PDF
- EPS (within eps all colours must be converted to CMKY scale, preview must be included. Extensions (tiff, jpg, eps) of all files must be stated).

## CONTACT

- Vera Hegeduš, phone: 01 200 71 10, e-mail: [image@image-management.si](mailto:image@image-management.si)
- Petra Simončič, phone: 01 200 71 10, 051 301 279, e-mail: [petra@image-management.si](mailto:petra@image-management.si)

## BANK ACCOUNT

Bank account of company Image management d.o.o. is open at:

- SKB BANKA d.d., Ajdovščina 4, 1000 Ljubljana, Slovenija
- Swift: SKBA 2X
- I BAN: SI56031001012088303



## SPECIAL POSITIONING INSIDE THE MAGAZINE

We charge extra 30% on the net price of advertising space.

## PRICE FOR PROMOTION/ ADVERTISING ARTICLES

We charge extra 30% on the net price of advertising space. Discounts do not apply to promotion or advertising articles.

## MAKING THE AD

We charge extra 10% on the net price of advertising space. Discounts do not apply.

## DISCOUNTS

### DISCOUNTS FOR MARKETING AGENCIES

AGENCY DISCOUNT	AGREEMENT FOR AGENCY	DISCOUNT
15 %	Od 10.000 EUR do 25.000 EUR	1 %
	Od 25.000 EUR do 35.000 EUR	3 %
	Od 35.000 EUR do 45.000 EUR	5 %
	Od 45.000 EUR do 55.000 EUR	7 %
	Od 55.000 EUR do 65.000 EUR	9 %
	Od 65.000 EUR do 75.000 EUR	12 %
	Od 75.000 EUR do 85.000 EUR	15 %
	More then 85.000 EUR	by agreement
10 %	No commitment.	

Neto price

### DISCOUNTS FOR DIRECT ADVERTISERS

AGREEMENT FOR DIRECT ADVERTISERS	DISCOUNT
Od 5.000 EUR do 10.000 EUR	5 %
Od 10.000 EUR do 15.000 EUR	7 %
Od 15.000 EUR do 20.000 EUR	10 %
Od 20.000 EUR do 25.000 EUR	11 %
Od 25.000 EUR do 30.000 EUR	12 %
Od 30.000 EUR do 35.000 EUR	13 %
Od 35.000 EUR do 40.000 EUR	14 %
Od 40.000 EUR do 45.000 EUR	15 %
More then 45.000 EUR	by agreement

Neto price

## MEDIA PACKAGE DISCOUNT

If the same advertisement is published in two different media, 5% discount is granted. For publishing the same advertisement in every further medium discount increases for 2%. Discounts apply to agencies and direct advertisers. Discounts can not be combined.